



# Huesos Fuertes, Familia Saludable Project Description

## Background

Osteoporosis is a disease in which bones become fragile and more likely to break. Maintaining a healthy lifestyle, including regular physical activity and eating foods high in calcium, can help prevent osteoporosis.

Hispanic and Non-Hispanic white women have the highest mean calcium intake nationally yet still fall well below the recommended daily calcium level. Nationally, 16% of Mexican American women 50 years and older are afflicted with osteoporosis.

The San Bernardino County Department of Public Health in conjunction with California Project LEAN (Leaders Encouraging Activity and Nutrition) is coordinating community wide campaigns in Colton and Bloomington, promoting healthy eating and physical activity to reduce the prevalence of chronic diseases such as osteoporosis. By focusing on Latinas, who typically purchase and prepare food for their households, the campaign aims to reach entire families.

## Program Overview

The objective of the California Bone Health Campaign, known as Huesos Fuertes, Familia Saludable, is to increase the occurrence of dietary behaviors that promote bone health among low-income Latino families. The behavioral objective is to increase by one serving the daily consumption of 1% milk for low-income, Spanish-dominant Latinas and their school-aged children.

## Media & "Promotora" Components

The media campaign utilizes paid Spanish-language radio, public relations, and a grocery store campaign. This messages for the campaign were based on literature reviews, and local key informant interviews, focus groups, telephone surveys and consumer intercept surveys.

The campaign also trains local community members, known as "promotoras," to conduct educational group sessions within their own social networks. These sessions cover bone health related topics such as bone development, osteoporosis, exercise, menopause and dietary sources of calcium.

The campaign will be first implemented in Colton and Bloomington because of their many long established social networks. The Promotoras will use these social networks to spread the osteoporosis prevention message.

## Timeline

The campaign will be implemented between July 1, 2001 and October 31, 2001. Recruitment and training of promotoras is scheduled for June, with educational sessions and media beginning mid July through October.

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